

Station WAVY-TV NORFOLK, VA.	Agency () GMMB	Rep Firm
Advertiser () OBAMA FOR AMERICA	3050 K ST NW	Sales Office () PHILADELPHIA
Product BARACK OBAMA	WASHINGTON, DC 20007	Salesperson () ANJIE BRADY
Estimate# 1781	Agency C/P1/P2/E 95/101/1781	
Buyer Dan Nagelberg	Flight Dates 09/18/2012 - 10/01/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

-- CONTRACT COMMENT --

CLIENT: OBAMA FOR AMERICA SC=*

-- REMARKS --

THIS IS A NEW POLITICAL ORDER
CONTRACT TOTAL IS \$9200
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	9A-10A	TODAY SHOW 2	:30	\$150.00	09/19-09/21	1	1	1	\$150.00	
	2	W-F	10A-11A	TODAY SHOW 3	:30	\$125.00	09/19-09/21	1	1	1	\$125.00	
	3	W-F	1P-2P	DAYS OF OUR LIVES	:30	\$150.00	09/19-09/21	1	1	1	\$150.00	
	4	W-F	2P-3P	THE DOCTORS	:30	\$125.00	09/19-09/21	1	1	1	\$125.00	
	5	W-F	3P-4P	MAURY POVICH	:30	\$125.00	09/19-09/21	1	1	1	\$125.00	
	6	W-F	4P-5P	ANDERSON COOPER	:30	\$175.00	09/19-09/21	1	1	1	\$175.00	
	7	W-F	7P-730P	ENTERTAINMENT TONIGHT	:30	\$600.00	09/19-09/21	1	1	1	\$600.00	
	8	M	8P-9P	THE VOICE	:30	\$2,200.00	10/01-10/01	1	1	1	\$2,200.00	
	9	F	8P-9P	GRIMM	:30	\$500.00	09/28-09/28	1	1	1	\$500.00	
	10	M-F	9A-10A	TODAY SHOW 2	:30	\$150.00	09/24-09/28	2	1	2	\$300.00	
	11	M	9A-10A	TODAY SHOW 2	:30	\$150.00	10/01-10/01	1	1	1	\$150.00	

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	12	M-F	10A-11A	TODAY SHOW 3	:30	\$125.00	09/24-09/28	2	1	2	\$250.00	
	13	M	10A-11A	TODAY SHOW 3	:30	\$125.00	10/01-10/01	1	1	1	\$125.00	
	14	M-F	1P-2P	DAYS OF OUR LIVES	:30	\$150.00	09/24-09/28	2	1	2	\$300.00	
	15	M	1P-2P	DAYS OF OUR LIVES	:30	\$150.00	10/01-10/01	1	1	1	\$150.00	
	16	M-F	2P-3P	THE DOCTORS	:30	\$125.00	09/24-09/28	2	1	2	\$250.00	
	17	M	2P-3P	THE DOCTORS	:30	\$125.00	10/01-10/01	1	1	1	\$125.00	
	18	M-F	3P-4P	MAURY POVICH	:30	\$125.00	09/24-09/28	2	1	2	\$250.00	
	19	M	3P-4P	MAURY POVICH	:30	\$125.00	10/01-10/01	1	1	1	\$125.00	
	20	M-F	4P-5P	ANDERSON COOPER	:30	\$175.00	09/24-09/28	2	1	2	\$350.00	
	21	M	4P-5P	ANDERSON COOPER	:30	\$175.00	10/01-10/01	1	1	1	\$175.00	
	22	M-F	7P-730P	ENTERTAINMENT TONIGHT	:30	\$600.00	09/24-09/28	2	1	2	\$1,200.00	
	23	M	7P-730P	ENTERTAINMENT TONIGHT	:30	\$600.00	10/01-10/01	1	1	1	\$600.00	
	24	SA	9A-7P	2012 RYDER CUP	:30	\$300.00	09/29-09/29	1	1	1	\$300.00	
	25	SU	12P-6P	2012 RYDER CUP	:30	\$300.00	09/30-09/30	1	1	1	\$300.00	
	26	M-F	135A-205A	CARSON DALY	:30	\$25.00	09/24-09/28	2	1	2	\$50.00	
	27	M	135A-205A	CARSON DALY	:30	\$25.00	10/01-10/01	1	1	1	\$25.00	
	28	W-F	135A-205A	CARSON DALY	:30	\$25.00	09/19-09/21	1	1	1	\$25.00	

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---REPORT TOTALS---

Report Totals: 36 / \$9,200.00

---SALES MONTHLY TOTALS---

Sep 12:	27 / \$5,525.00	Oct 12:	9 / \$3,675.00
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Sales Totals: 36 / \$9,200.00

Station Totals: 36 / \$9,200.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---	Market Totals	\$92,000	CATV 0%	WAVY 10%	WGNT 8%	WPXV 0%	WTKR 25%
			WTVZ 4%	WVBT 28%	WVEC 25%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL12, NOV11, MAY12, ENOV12

Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE